

Page 1: DRC Site Plan - Applicant Information Sheet

INSTRUCTIONS: The following information is requested pursuant to the City's Unified Land Development Regulations (ULDR). The application must be filled out accurately and completely. Please print or type and answer all questions. Indicate N/A if does not apply.

NOTE: To be filled out by Department

Case Number	
Date of complete submittal	

NOTE: For purpose of identification, the PROPERTY OWNER is the APPLICANT

Property Owner's Name	
Property Owner's Signature	
Address, City, State, Zip	
E-mail Address	
Phone Number	
Proof of Ownership	<input type="checkbox"/> Warranty Deed or <input type="checkbox"/> Tax Record

NOTE: If AGENT is to represent OWNER, notarized letter of consent is required

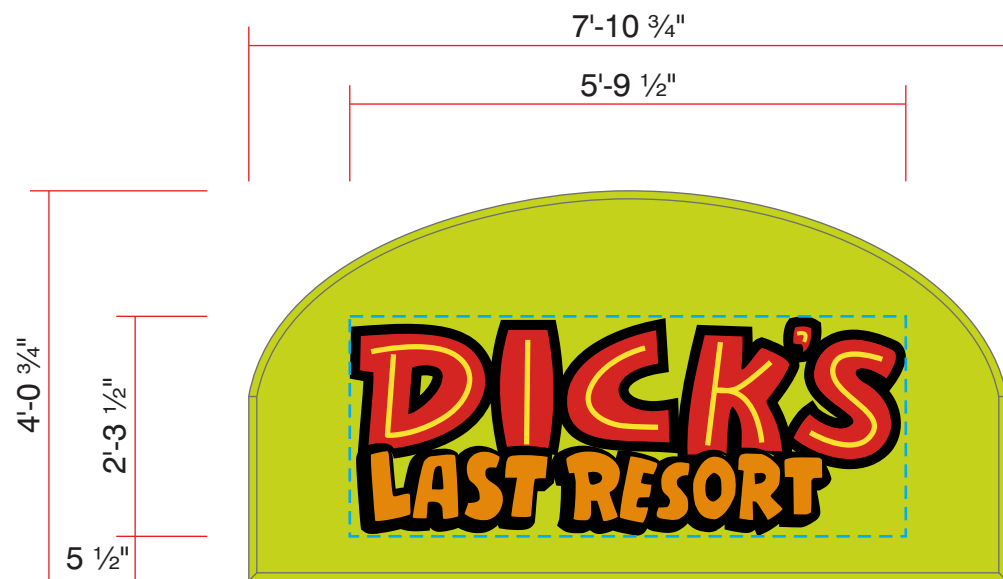
Applicant / Agent's Name	L&H COMPANIES (CHRISTINE HEINLY)
Applicant / Agent's Signature	<i>Christine Heinly</i>
Address, City, State, Zip	425 N. 3rd STREET READING PA, 19601
E-mail Address	CHRISTINEH@INSIGNS.COM
Letter of Consent Submitted	YES

Development / Project Name	THE GALLERY AT BEACH PLACE / DICK'S LAST RESORT
Development / Project Address	Existing: 17 SOUTH F.E. LAUDERDALE New: SAME AS EXISTING
Legal Description	BEACH BLVD. VACANT / RETAIL
Tax ID Folio Numbers (For all parcels in development)	0212100090
Request / Description of Project	RELIEF FROM SIGNAGE CODE / APPROVED SIGNAGE PACKAGE FOR BEACH PLACE
Total Estimated Cost of Project	\$ 173,067.00 (Including land costs)

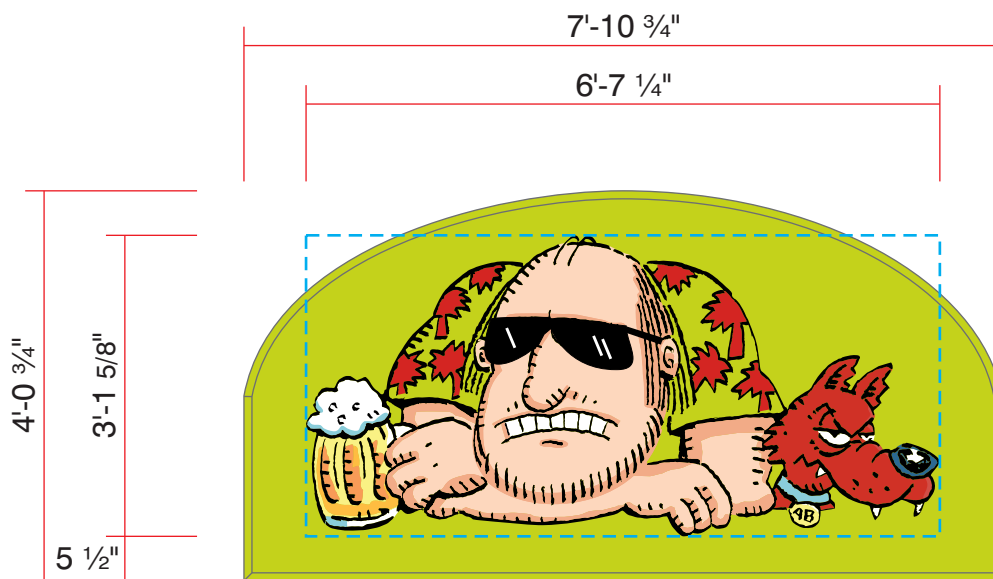
Current Land Use Designation	VACANT SPACE / RETAIL
Proposed Land Use Designation	RETAIL
Current Zoning Designation	COMMERCIAL
Proposed Zoning Designation	COMMERCIAL
Current Use of Property	VACANT SPACE / RETAIL
Number of Residential Units	/
Non-Residential SF (and Type)	7,614 RETAIL
Total Bldg. SF (include structured parking)	7,614
Site Adjacent to Waterway	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Dimensional Requirements	Required	Proposed
Lot Size (SF / Acreage)	0.175	0.175
Lot Density	/	/
Lot Width	65'	65'
Building Height (Feet / Levels)	78'	78'
Structure Length	140'	140'
Floor Area Ratio	/	/
Lot Coverage	/	/
Open Space	/	/
Landscape Area	/	/
Parking Spaces	/	/

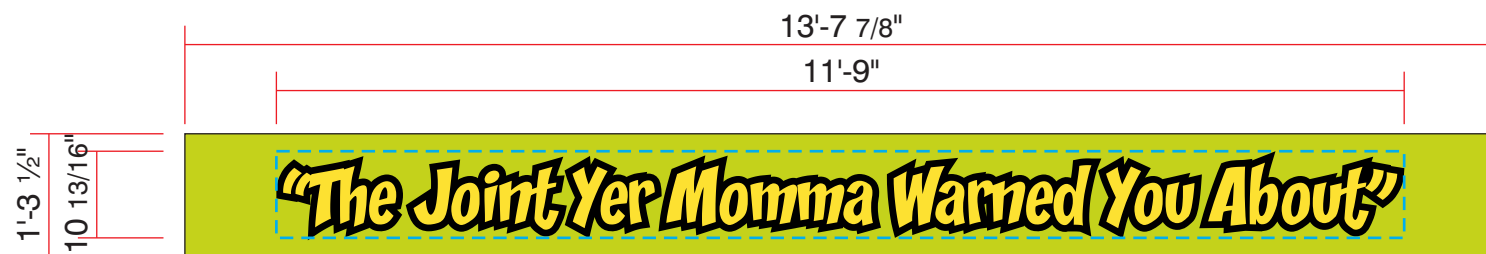
Setbacks (indicate direction N,S,E,W)	Required	Proposed
Front <input type="checkbox"/>	/	/
Side <input type="checkbox"/>	/	/
Side <input type="checkbox"/>	/	/
Rear <input type="checkbox"/>	/	/



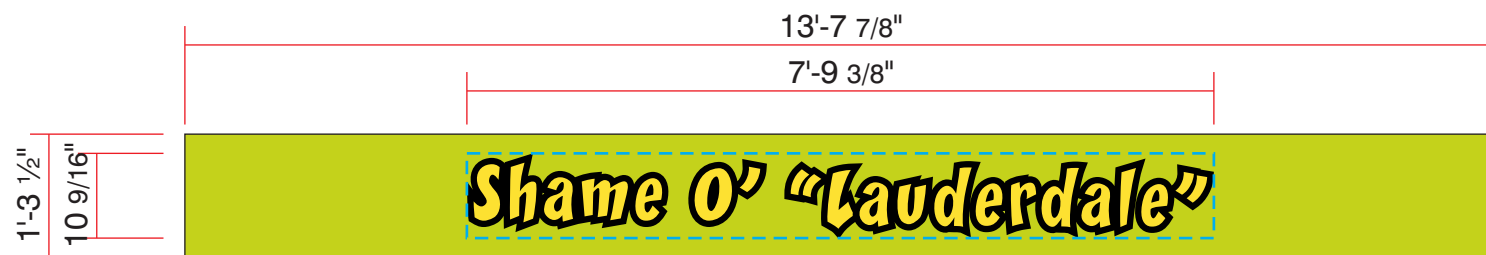
13.2 Sq. Ft. D1 QTY: 1



20.7 Sq. Ft. D1 QTY: 1



10.5 Sq. Ft. D2 QTY: 1



6.8 Sq. Ft. D2 QTY: 1

1 Front View
Scale: 1/2" = 1'-0"

COURTYARD AWNINGS AND PANELS -

C1. Two (2) 4'-0 3/4" (h) x 7'-10 3/4" (w) x 5" deep S/F internally illuminated signs finished in PMS 382C on all surfaces (back exposed) with 3/16" white acrylic faces and digitally printed graphic panels with one reading "DICK'S LAST RESORT" and the other with "Dick & AB logo". These sign boxes will replace flat non-illuminated frames that currently exist.

C2. Two (2) new 3'-0" (h) x 13'-7 7/8" (w) closed ended and bottom internally illuminated awnings with 1'-3 1/2" (h) valance having digitally printed graphics to face reading "THE JOINT YER MOMMA WARNED YOU ABOUT" on the left and "SHAME O LAUDERDALE" on the right. Awnings installed in place of existing non-illuminated open ended slants.

Designed per the Florida Building Code 2010 with IBC 2009 Referenced

Wind Loads:
Basic Wind Speed.....170 mph
Normal Wind Speed.....132 mph
Wind Importance Factor...1=1.00
Wind Exposure.....C
ASCE Force Coef.....1.81
Gust Factor.....0.85

Exterior Components designed in accordance with applicable provisions of the ASCE 7-10

14189 Dick's Last Resort
Fort Lauderdale, FL

C

Courtyard Awnings
and Panels

14189-04

s/f

Qty. 1

color palette \ paint

MP to match PMS 382C

color palette \ print

CMYK Digital Print

notes

~Mounting conditions to be field verified.
~All paint to have matte finish

Technical site survey required prior to fabrication.

Aluminum Welding Notes:

- 1.) Welding shall be in accordance with AWS D1.2
- 2.) Aluminum alloy filler 4043 shall be used in all structural welds
- 3.) Fillet weld size shall not exceed thinnest member wall thickness of joined sections.
- 4.) Welding process GMAW or GTAW shall be in accordance with AWS D1.2
- 5.) Aluminum Tubing shall be 6061-T6 minimum.
- 6.) Provide Neoprene gaskets between dissimilar metals

Photo Rendering



Murdoch Engineering
2 Hummingbird Ct.
Howell, New Jersey 07731
(973)-570-8215

12/3/14
Jere Murdoch, P.E.
Professional Engineer
Florida License #P.E. 73432



14189 Dick's Last Resort | Fort Lauderdale

17 South Fort Lauderdale Beach | Fort Lauderdale, FL 33316

A+

Account Representative
Matt R.

Design Eng
Jason G.

Project Manager
Christine H.

Engineer
John K.

Revisions
10-14-14 JG



L&H Companies
Sign Development | Merchandising Systems
610.898.9600 610.898.9530

These design/engineering concepts will remain the exclusive property of L&H Signs until approved and accepted thru a separate purchase by client named on drawing. A separate purchase agreement will be required to release the rights of the concepts illustrated within this document. All color and illustrative techniques are for presentation only.

page
3



CITY OF FORT LAUDERDALE

DEVELOPMENT REVIEW COMMITTEE (DRC) COMMENT REPORT

Meeting Date: August 25, 2015

Project Name: Thor Gallery at Beach Place, LLC / Dick's Last Resort Signage

Case Number: R15009

Request: Site Plan Level II Review: Dick's Last Resort Signage

Location: 17 S. Fort Lauderdale Beach Boulevard

Zoning: Planned Resort District (PRD)

Land Use: Central Beach Regional Activity Center

Project Planner: Karlanne Grant

Case Number:
R15009_Airport

CASE COMMENTS:

Please provide a response to the following:

1. NONE – Signature NOT required



CITY OF FORT LAUDERDALE
DRC COMMENT REPORT

Division: LANDSCAPE

Member: Karl David Lauridsen
Klauridsen@fortlauderdale.gov
954-828-6071

Case Number: R15009

CASE COMMENTS:

Please provide a response to the following:

1. Please provide a Landscape Plan that conforms to the requirements of the ULDR Sec. 47-21.

Case Number: R15009

CASE COMMENTS:

Please provide a response to the following:

Comments:

- 1) The applicant is strongly encouraged to contact neighbors adjacent to, as well as condominium and neighborhood associations located within three hundred feet (300') of the development site, to advise of this proposal (a map and listing of officially-recognized neighborhood associations is provided on the City's website: <http://www.fortlauderdale.gov/neighborhoods/index.htm>). Please provide acknowledgement and/or documentation of any public outreach.
- 2) Applicant shall provide a narrative response outlining in accordance with the approved Beach Place Signage Package for the proposed location. The proposed location corresponds to the Café Iguana location as indicated in the Beach Place Signage Package (please refer to the Beach Place Signage Package attached). Staff will not support a proposal beyond the approved Beach Place Signage Package.
- 3) Applicant shall provide a narrative response outlining the following in accordance with the approved Beach Place Sign Package requirements:
 - a.) Provide a written explanation of the signage proposed; and
 - b.) Provide a written comparison of the signage requested vs. the signs approved by the Beach Place Signage Package and highlight any signage request that does not meet the requirements for signage in the Beach Place Signage Package as indicated in comment 2.
- 4) Any modification to the approved sign package is required to be reviewed by the last approving body pursuant to the Unified Land Development Regulations ("ULDR"), Section 47-24.2.A.5, which is the Planning and Zoning Board ("PZB").
- 5) The signs proposed do not appeal to the Central Beach district. Staff strongly suggest considering other options. Please discuss at DRC

General Comments

The following comments are for informational purposes. Please consider the following prior to submittal for Final DRC:

- 6) Provide a written response to all DRC comments within 180 days.
- 7) An additional follow-up coordination meeting may be required to review project changes necessitated by the DRC comments. Prior to routing your plans for Final DRC sign-off, please schedule an appointment with the project planner (954-828-6162) to review project revisions and/or to obtain a signature routing stamp.
- 8) Additional comments may be forthcoming at the DRC meeting.



CITY OF FORT LAUDERDALE
DRC COMMENT REPORT

Division: POLICE

Member: Detective K. DiCristofalo

kimdcr@fortlauderdale.gov

954-828-6421

Case Number: R15009

CASE COMMENTS:

Please provide a response to the following:

NONE – Signature is NOT required.

GENERAL COMMENTS:

The following comments are for informational purposes.

It is highly recommended that the managing company make arrangements for private security during construction.
Please submit comments in writing prior to DRC sign off.

2.10

Copy For Zoning Counter
Sign Criteria File

Beach Place

Fort Lauderdale, Florida

Signage Package Proposal

9 August 1996

CITY OF FORT LAUDERDALE PLANNING DEPARTMENT		
APPROVED PLANNING & ZONING BOARD		
CASE NO. 61-R-93	DATE 8/21/96	<i>Law</i>

61-R-93

Subject to Conditions on back

1. Signage considerations for flat signs (store/retail/food, etc.)
 - A. East elevation - along A-1-A northbound
 - B. North elevation - along vacated Valencia Street and facing southbound A-1-A
 - C. South elevation - along Cortez Street
 - D. West elevation - along southbound A-1-A

Note: Courtyard signs are not visible along the right of way, therefore, these signs are not included in this submittal.

**Flat Sign Calculations
Building Facade Square Footages/Gross Areas**

Elevation	Square Footage	Maximum 10% of Area	Total Proposed Sign Area ¹
North elevation	21,008 sq. ft.	2,100 sq. ft.	167.43 sq. ft.
South elevation	19,864 sq. ft.	1,986 sq. ft.	360.91 sq. ft.
East elevation ²	10,320 sq. ft.	1,032 sq. ft.	300.89 sq. ft.
West elevation	22,152 sq. ft.	2,215 sq. ft.	39 sq. ft.

2. Each illustrated building elevation and the building floor plans indicate the proposed signs with a key/sign number, along with the square footage of each proposed sign.

Refer to the key chart for sign colors, lighting, and other known information.

¹ The total sign area includes those signs on the central finger of the building although they may not be visible on that elevation.

² The East elevation consists of three building fingers:

south finger = 3,744 sq. ft.; central finger = 2,976 sq. ft.; north finger = 3,600 sq. ft.

Key Chart

Beach Place Signage Submittal

Sign Number	Tenant	Length (feet)	Height (feet)	Proposed Size of Sign (sq. ft.)	Color and Lighting Details	Modification Requested?	Meet Code?
Signs							
1	Gap	2.25	2	4.5	non-illuminated aluminum letters finished with Matthews paint charcoal with satin finish	N	Y
2	Gap	2.25	2	4.5	non-illuminated aluminum letters finished with Matthews paint charcoal with satin finish	N	Y
3	Gap	2.25	2	4.5	non-illuminated aluminum letters finished with Matthews paint charcoal with satin finish	N	Y
4	Black Market	4.5	2.25	10.125	black letters on red awning (letters are 12" high)	Y	N
5	Black Market	4.5	2.25	10.125	black letters on red awning (letters are 12" high)	Y	N
6	White House	9	1.25	11.25	black letters applied to white awning (max. letter height is 1' 3")	N	Y
7	White House	6.75	1	6.75	black letters applied to white awning (max. letter height is 12")	N	Y
8	Banana Republic	9.1042	0.83	7.59	aluminum signage letters	N	Y
9	Banana Republic	9.1042	0.83	7.59	aluminum signage letters	N	Y
10	Beach Place	11.33	2.75	31.16	waves - Matthews No. 68A-1A Blue Fury with translucent blue acrylic; "Beach Place" letters - Matthews No. 13A-1A Cumberland with translucent gray acrylic	N	Y
11	Exit and Enter	26	3	78			
12	Exit	10.5	3	31.5			
13	Splash	5.083	2.5	12.71	illuminated channel letters-yellow; turquoise neon border around "Splash" with light blue background	N	Y

Key Chart

Beach Place Signage Submittal

Sign Number	Tenant	Length (feet)	Height (feet)	Proposed Size of Sign (sq. ft.)	Color and Lighting Details	Modification Requested?	Meet Code?
14	Splash	23.917	2.5	50 MAX 50.79	illuminated channel letters-yellow; turquoise neon border around "Splash" with light blue background	N	Y
15	Adobe Gila's	16	1.75	28		N	Y
16	Adobe Gila's	16	1.75	28		N	Y
17	Adobe Gila's	16	1.75	28		N	Y
18	Max's Beach Grille	12.25	1.25	15.31	"Max's" - beige letters with black background; "Beach Grille" - red waves - Matthews No. 68A-1A Blue Fury with translucent blue acrylic; "Beach Place" letters - Matthews No. 13A-1A Cumberland with translucent gray acrylic	N	Y
19	Beach Place	13	3	39	yellow background; green channel letters with green neon	N	Y
20	Cafe Iguana	11	3	33	yellow background; green channel letters with green neon	N	Y
21	Cafe Iguana	11	3	33	yellow background; green channel letters with green neon	N	Y
22	Hooters	14	2	28	illuminated raised channel letters with orange face	N	Y
23	Hooters	14	2	28	illuminated raised channel letters with orange face	N	Y
24	Hooters	14	2	28	illuminated raised channel letters with orange face	N	Y
25	Sloppy Joe's Bar	14	1.5	21 ^{50'} 21	aluminum letters painted red vinyl with black dropshade; exposed clear red neon pegged off faces	N	Y
26	Sloppy Joe's Bar	14	1.5	21 ^{50'} 21	aluminum letters painted red vinyl with black dropshade; exposed clear red neon pegged off faces	N	Y
27	Beach Place	15	3.67	39 55	waves - Matthews No. 68A-1A Blue Fury with translucent blue acrylic; "Beach Place" letters - Matthews No. 13A-1A Cumberland with translucent gray acrylic	N	Y

Key Chart

Beach Place Signage Submittal

Sign Number	Tenant	Length (feet)	Height (feet)	Proposed Size of Sign (sq. ft.)	Color and Lighting Details	Modification Requested?	Meet Code?
28	Beach Place	9.5	2.167	20.58	waves - Matthews No. 68A-1A Blue Fury with translucent blue acrylic; "Beach Place" letters - Matthews No. 13A-1A Cumberland with translucent gray acrylic	N	Y
29	Beach Place	9.5	2.167	20.58	waves - Matthews No. 68A-1A Blue Fury with translucent blue acrylic; "Beach Place" letters - Matthews No. 13A-1A Cumberland with translucent gray acrylic	N	Y
30	Beach Place	9.5	2.167	20.58	waves - Matthews No. 68A-1A Blue Fury with translucent blue acrylic; "Beach Place" letters - Matthews No. 13A-1A Cumberland with translucent gray acrylic	N	Y
31	Beach Place	9.5	2.167	20.58	waves - Matthews No. 68A-1A Blue Fury with translucent blue acrylic; "Beach Place" letters - Matthews No. 13A-1A Cumberland with translucent gray acrylic	N	Y
32	Marriott Towers	10.33	5.17	53.39	waves - Matthews No. 68A-1A Blue Fury with translucent blue acrylic; "Beach Place" letters - Matthews No. 13A-1A Cumberland with translucent gray acrylic red umbrella with teal waves, teal "Beach Place", gray "Marriott", red "Towers"	N	Y
Ground Signs							
G1	Beach Place Parking	4.67	5	23.35	see detail	Y	N
G2	Beach Place Parking	4.67	5	23.35	see detail	Y	N
G3	Marriott Parking	4.67	5	23.35	see detail	Y	N
G4	Beach Place Parking	4.67	5	23.35	see detail	Y	N
* Approval subject to applicant obtaining encroachment agreement from City of Fort Lauderdale.							

3. All proposed flags are similarly referenced on the elevations/plans with key/flag number. All flags are to be two standardized size - 24" wide by 6'0" long or 36" by 10'0" long. Two flag designs will be used throughout the development. One design representing the Beach Place registered logo and typeface; the other representing the Marriott Ownership Resort, Inc. registered logo and typeface.

The flags will be top and bottom mounted. In all instances, the clearance from any pedestrian way to the bottom flag support will be a minimum of 7' 6". If any occur along vehicular ways (driveway, exit, etc.), vertical clearance will be a minimum of 14' 6".

Refer to sections illustrating the flag installation.

Number of Flags Permitted (one per 15 linear feet of building length)

Elevation	Flag Number Permitted	Flag Number Proposed	Flag Types
North elevation	404 l.f. divided by 15 = 26 permitted	none (0) proposed	N.A.
South elevation	282 l.f. divided by 15 = 18 permitted	five (5) proposed	3 Beach Place 2 MORI all 3' X 10' size
East elevation	206 l.f. divided by 15 = 13 permitted	six (6) proposed	6 Beach Place Small flag size; 2' X 6'
West elevation	426 l.f. divided by 15 = 28 permitted	nineteen (19) proposed	10 Beach Place 9 MORI all 3' X 10' size

Key Chart

Beach Place Signage Submittal

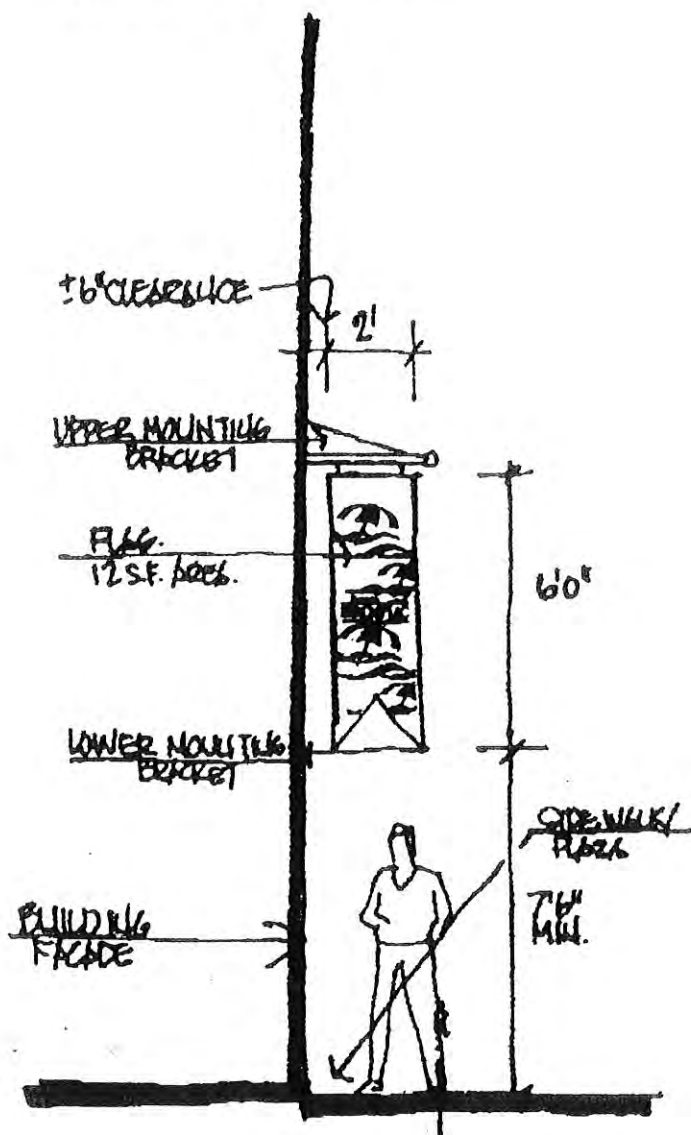
Flag Number	Description	Length (feet)	Height (feet)	Proposed Size of Flag (sq. ft.)	Color Details	Modification Requested?	Meet Code?
F1	Beach Place Flag	2	6	12	Beach Place logo and design (typical)	N	Y
F2	Beach Place Flag	2	6	12	Beach Place logo and design (typical)	N	Y
F3	Beach Place Flag	2	6	12	Beach Place logo and design (typical)	N	Y
F4	Beach Place Flag	2	6	12	Beach Place logo and design (typical)	N	Y
F5	Beach Place Flag	2	6	12	Beach Place logo and design (typical)	N	Y
F6	Beach Place Flag	2	6	12	Beach Place logo and design (typical)	N	Y
F7	Beach Place Flag	3	10	30	Beach Place logo and design (typical)	N	Y
F8	Marriott Flag	3	10	30	Marriott logo; red umbrella with teal waves (typical)	N	Y
F9	Beach Place Flag	3	10	30	Beach Place logo and design (typical)	N	Y
F10	Marriott Flag	3	10	30	Marriott logo; red umbrella with teal waves (typical)	N	Y
F11	Beach Place Flag	3	10	30	Beach Place logo and design (typical)	N	Y
F12	Beach Place Flag	3	10	30	Beach Place logo and design (typical)	N	Y
F13	Marriott Flag	3	10	30	Marriott logo; red umbrella with teal waves (typical)	N	Y
F14	Beach Place Flag	3	10	30	Beach Place logo and design (typical)	N	Y
F15	Marriott Flag	3	10	30	Marriott logo; red umbrella with teal waves (typical)	N	Y
F16	Beach Place Flag	3	10	30	Beach Place logo and design (typical)	N	Y

Key Chart
Beach Place Signage Submittal

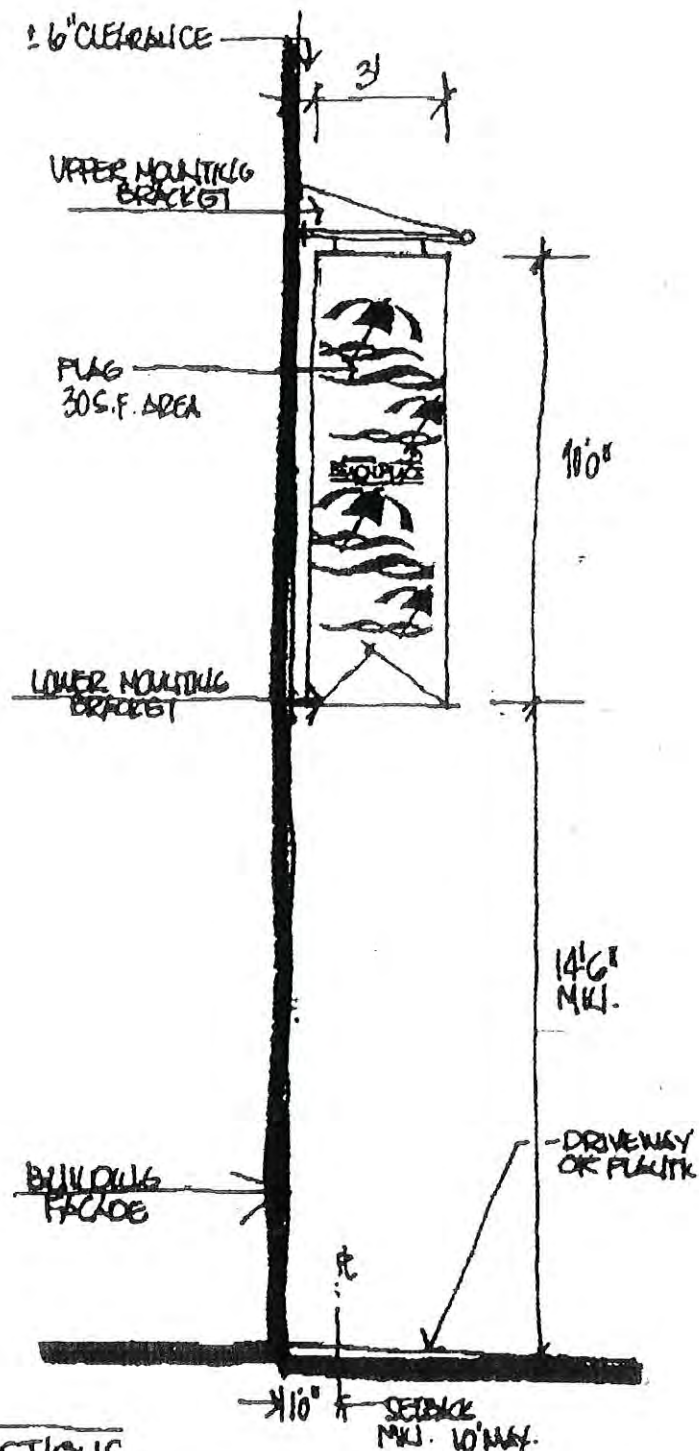
Flag Number	Description	Length (feet)	Height (feet)	Proposed Size of Flag (sq. ft.)	Color Details	Modification Requested?	Meal Code?
F17	Marriott Flag	3	10	30	Marriott logo; red umbrella with teal waves (typical)	N	Y
F18	Beach Place Flag	3	10	30	Beach Place logo and design (typical)	N	Y
F19	Marriott Flag	3	10	30	Marriott logo; red umbrella with teal waves (typical)	N	Y
F20	Beach Place Flag	3	10	30	Beach Place logo and design (typical)	N	Y
F21	Marriott Flag	3	10	30	Marriott logo; red umbrella with teal waves (typical)	N	Y
F22	Beach Place Flag	3	10	30	Beach Place logo and design (typical)	N	Y
F23	Marriott Flag	3	10	30	Marriott logo; red umbrella with teal waves (typical)	N	Y
F24	Beach Place Flag	3	10	30	Beach Place logo and design (typical)	N	Y
F25	Marriott Flag	3	10	30	Marriott logo; red umbrella with teal waves (typical)	N	Y
F26	Beach Place Flag	3	10	30	Beach Place logo and design (typical)	N	Y
F27	Marriott Flag	3	10	30	Marriott logo; red umbrella with teal waves (typical)	N	Y
F28	Beach Place Flag	3	10	30	Beach Place logo and design (typical)	N	Y
F29	Marriott Flag	3	10	30	Marriott logo; red umbrella with teal waves (typical)	N	Y
F30	Beach Place Flag	3	10	30	Beach Place logo and design (typical)	N	Y

TYPICAL FOR WEST & SOUTH ELEVATION

TYPICAL FOR EAST ELEVATION
ALONG A.I.A.



PEDESTRIAN WAYS



VEHICULAR WAYS

4. **Ground sign signage:**

- A. **To identify specific points for vehicular traffic to turn and enter the parking garage entrances.**
- B. **Four sign locations are proposed and are also keyed with numbers (G - #) on the elevations and the plans.**
- C. **Ground sign code requirements;**

5' in height, 32 square foot surface area with a 5' setback from property lines.

The four proposed ground signs are all single-faced as they inform oncoming one-way vehicular traffic.

The proposed ground signs (all four) are basically the same in size and content.

The proposed height is 5' 0" by 4' 8" wide with approximate width of 18".

The sign face contains 20.118 square feet with 16.4 square feet of actual signage/text area, all within the code requirement.

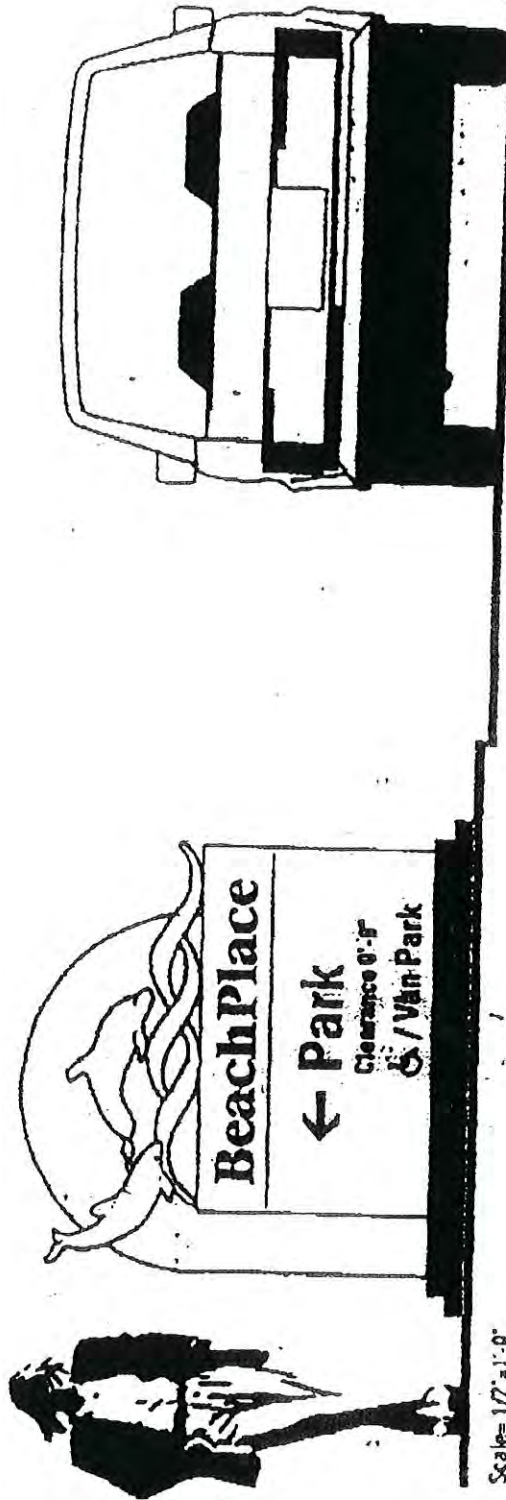
Note: Sign G-1 will be mounted on the planter wall adjacent to the column and will be within the 5' setback as the building extends to the property line.

Sign G-2 is ground-mounted within the 5' setback and does not extend beyond the property line.

*** Sign G-3 will be mounted on an aesthetic landscaped berm (approximately 2' - 3' in height).**

*** Sign G-4 is ground mounted 5' from the sidewalk.**

*** Approval subject to applicant obtaining encroachment agreement from the City of Fort Lauderdale.**



Scale= 1/2"=1'-0"

A1A North

GROUND MOUNTED SIGN - NORTH BOUND A-1-A BEACHPLACE 'PRIME'

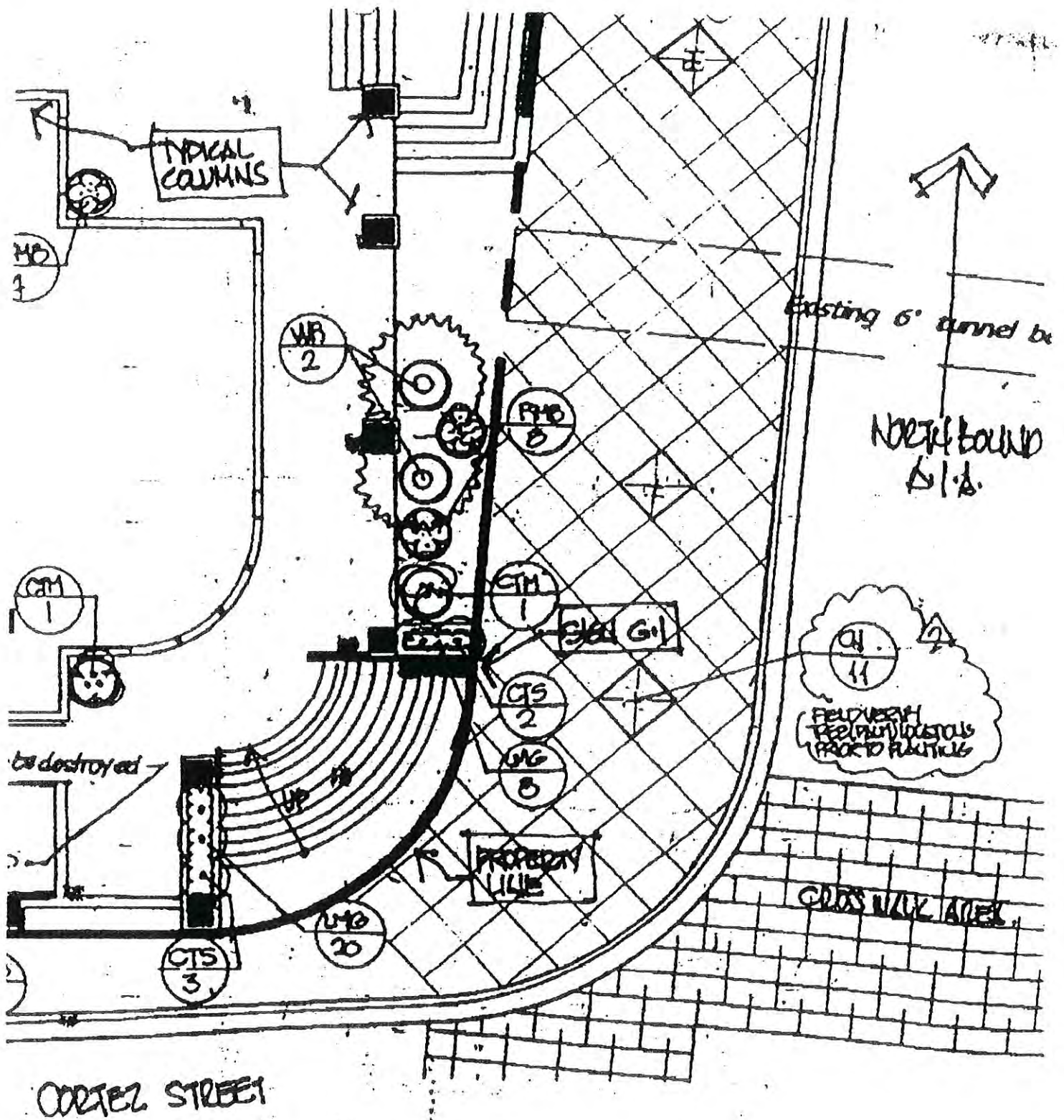
G-1 @ CORNER STREET / A-1-A
G-2 @ VIALA'S STREET / A-1-A

#G-4 @ CORTEZ STREET / SOUTHBOUND A-1-A
Exterior Property ID/ Directional

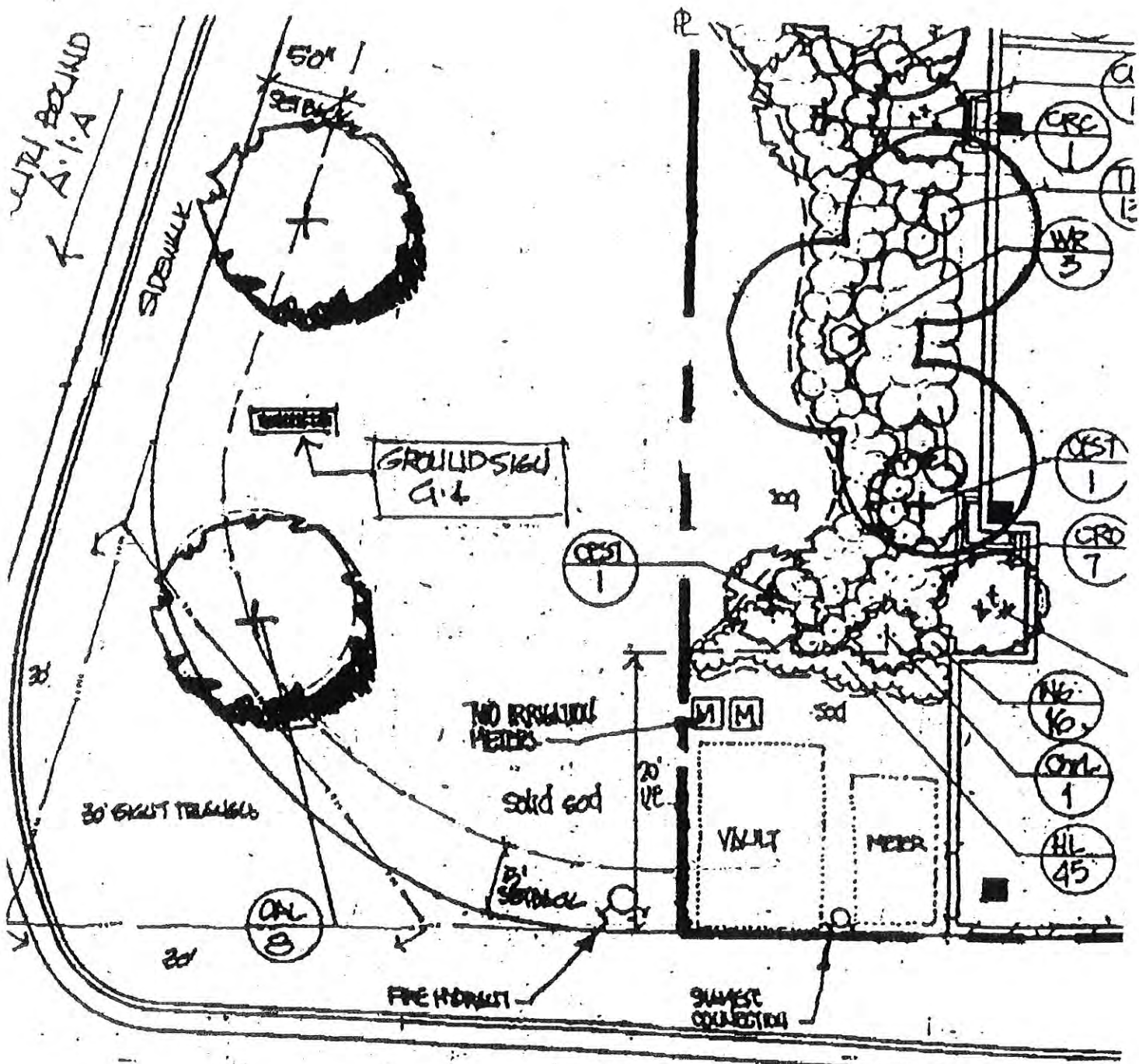
BeachPlace

Robin E. Williams, Architect
Architectural Design Services

* see note on key chart



GROUND MOUNTED SIGN (G.1)
 BECAUSE PRIME 1"=10'



CORTIZ STREET

NORTH
14° 10'

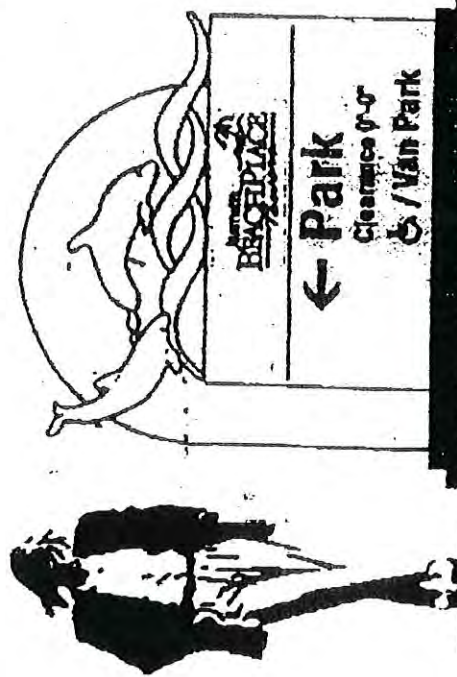


GROUND VAULTED SIGN - SOUTHBOUND S.I.A. @

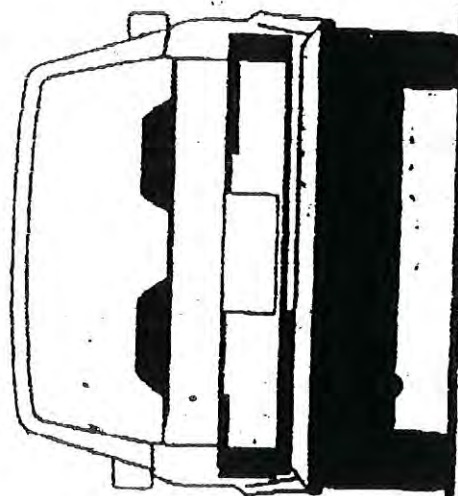
CORTIZ STREET 'BEACH PLACE' PLUME
G.4 TO DIRECT TRAPPING TO PARKING STRUCTURE
LOWER LEVELS

NOTE: WILL BE SETBACK 5'0" FROM SIDEWALK EDGE.

* see note
on Key chart



Scale = 1/2" = 1'-0"



A1A North

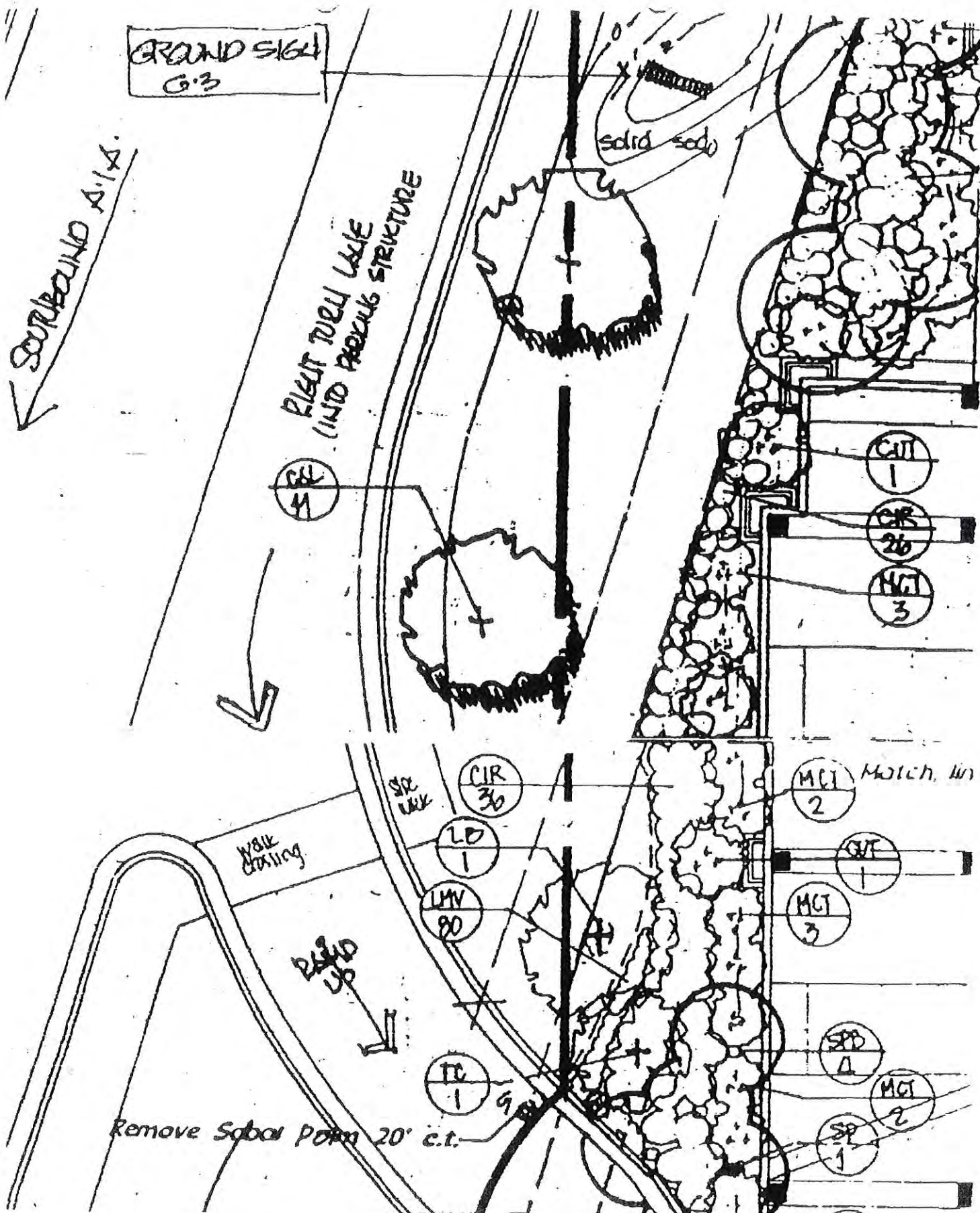
GROUND MOUNTED SIGN - SOUTHBOUND A1A NARROW "PRIME"
9.3 @ ENTRANCE TO PARKING STRUCTURE

NOTE: WILL BE SET BACK 5'-0" FROM SIDEWALK EDGE (A MINIMUM DIMENSION)

Exterior Property ID/ Directional

* see note on key chart

Robin E. Williams, Architect
Architectural Firm, Inc.



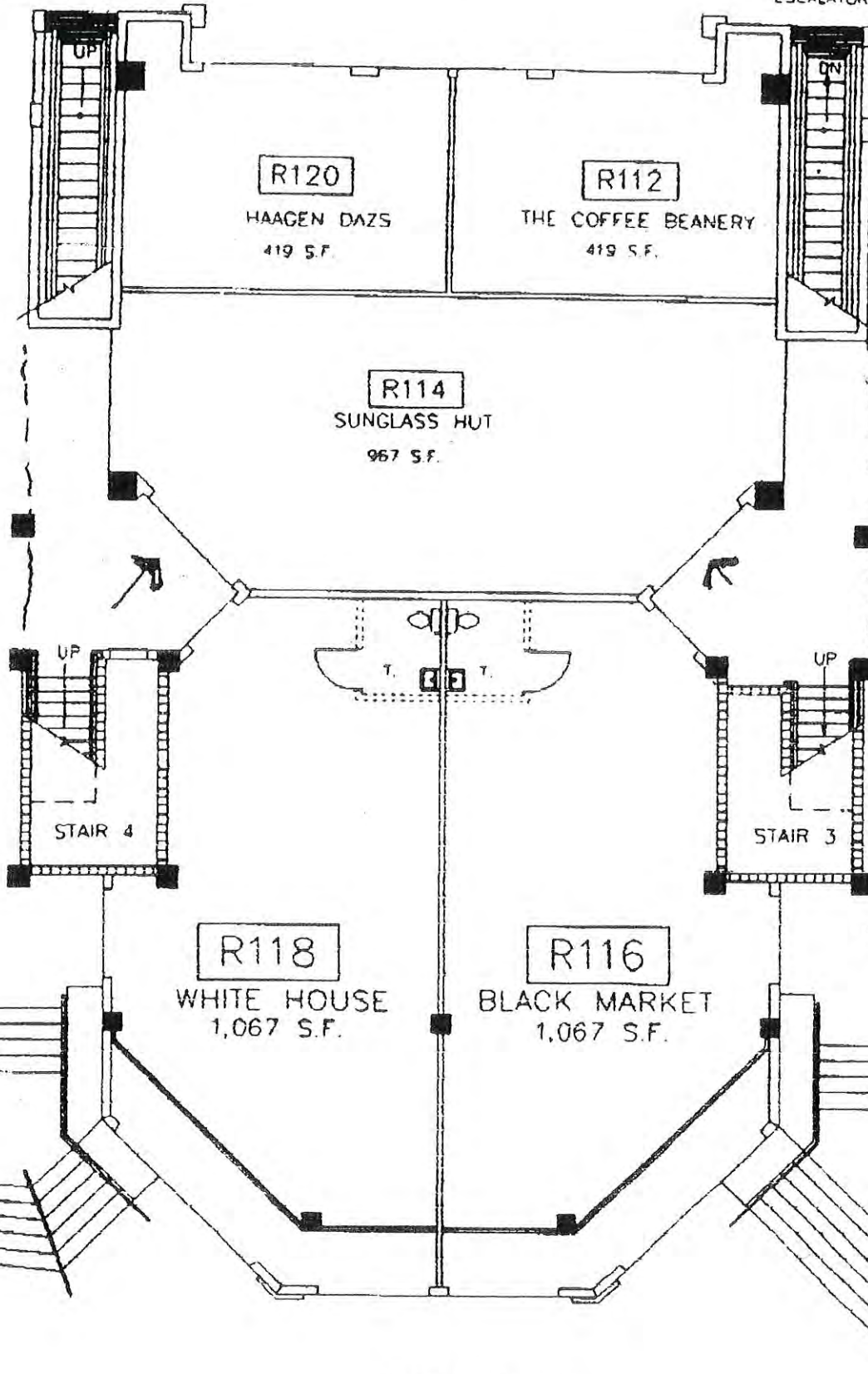
GROUND MOUNTED SIGN (G.3)

* See note on Key chart

BREXIT PLACE

ESCALATOR 1B

ESCALATOR 1A



KEVIN,
DOES THE
CITY HAVE
A PROBLEM
WITH A U
BOX SIGN
AT THIS
LOCATION?

PLEASE U
ME (know)

ROBERT
ALLICA
760-9570

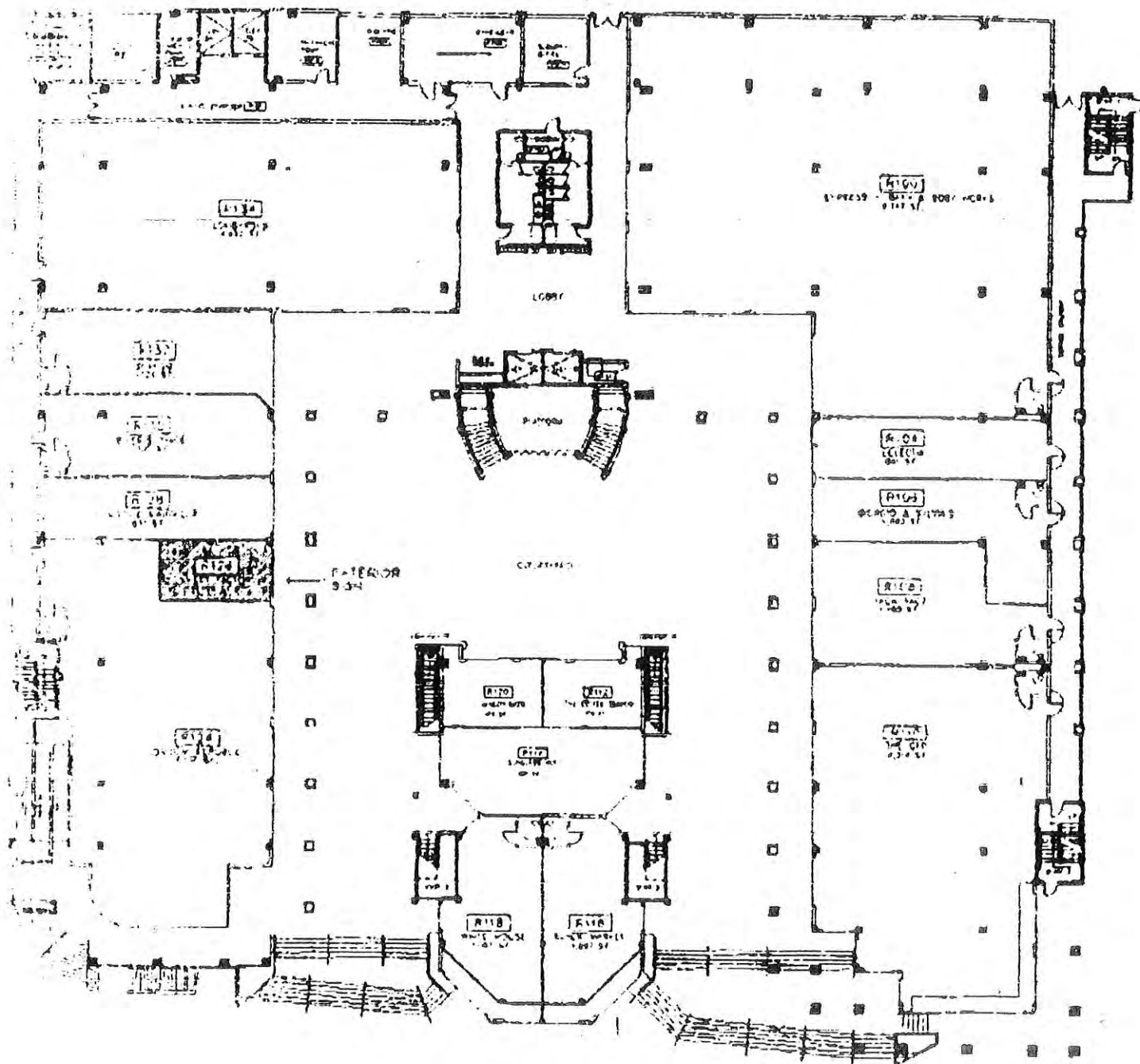
EAST SIDE

Post-it Fax Note

7871

Date 10-22-94 # of pages 1

To	TERRY HARRIS	From	ROBERT ALLAN
Co-Dept	CITY OF FT WORTH	Co	BRAUN PLACE
Phone #		Phone #	523-5320
Fax #	741-5275	Fax #	500-2105



FIRST LEVEL RETAIL PLAN R1

MASTRIANA & CHRISTIANSEN, PA

ATTORNEYS AT LAW

1500 North Federal Highway, Suite 200, Fort Lauderdale, Florida 33304

Visit our web site: www.m-c-law.com

Stephen V. Hoffman, Esq.

Email: Steve@m-c-law.com

Direct Fax: (954) 566-9219

Broward (954) 566-1234


Dade (305) 949-1234

Main Facsimile: (954) 566-1592

MEMORANDUM

VIA Facsimile and U.S. MAIL

TO: Terry Burgess

FROM: Steve Hoffman, Esq. 

DATE: May 31, 2001

RE: Beach Place Signage

Enclosed please find a copy of the Signage Package approved by the Planning & Zoning Board on August 21, 1996, Case No. 61-R-93.

Also enclosed please find a spreadsheet comparing the approved signs with the existing and proposed signs. You will note that the Planning & Zoning Board approved a total of 1,660 square feet of signage for the project. Of the approved signage area, only 505.74 square feet have been installed and only 566.08 are proposed. The proposed signage plan is less than one third of the signage area originally approved by the Planning & Zoning Board and only 61 square foot more than what currently exists.

We believe this request is entirely consistent with the previous approval in 1996 and represents a minor change to the existing signage.

Thank you.

SVH/tlw
encls.

33	Marriott Towers (west side of building A1A SB facing north)	10.33	5.17	33.39	new: "Marriott", red "Towers"	Marriott Towers (west side of building A1A SB facing north)	10.33	5.17	33.39	new: "Marriott", red "Towers"	Marriott Towers (west side of building A1A SB facing north)	10.33	5.17	51.19	No Change
----	---	-------	------	-------	-------------------------------	---	-------	------	-------	-------------------------------	---	-------	------	-------	-----------

Sub Total Final Signage 715.32 412.34 289.18

Ground Signs

G1	Beach Place Parking (Cortez Street/A1A NB)	4.67	3	23.35	internally illuminated double face monument sign	Beach Place Parking (Cortez Street/A1A NB)	4.67	3	23.35	internally illuminated double face monument sign	Beach Place Parking (Cortez Street/A1A NB)	4.66	9.5	44.27	Replace with similar size and type of sign with new sign - New Beachplace logo and color.
G2	Beach Place Parking (Valencia Street/A1A)	4.67	3	23.35	internally illuminated double face monument sign	Beach Place Parking (Valencia Street/A1A)	4.67	3	23.35	internally illuminated double face monument sign	Beach Place Parking (Valencia Street/A1A)	4.66	9.5	44.27	Replace with similar size and type of sign with new sign - New Beachplace logo and color.
G3	Marriott Parking (new corner of property A1A SB)	4.67	3	23.35	internally illuminated monument sign	Marriott Parking (new corner of property A1A SB)	4.67	3	23.35	internally illuminated monument sign	Marriott Parking (new corner of property A1A SB)	4.67	3	23.35	No Change
G4	Beach Place Parking (Cortez Street/A1A SB)	4.67	3	23.35	internally illuminated double face monument sign	Beach Place Parking (Cortez Street/A1A SB)	4.67	3	23.35	internally illuminated double face monument sign	Beach Place Parking (Cortez Street/A1A SB)	4.67	3	23.35	No Change

Sub Total Monument signs 93.4 93.4 135.24

Flags F1 - F6	each 2 feet wide by 6 feet high, 12SF	72				none exist									Each flag is 2' x 6'. Total 2 flags. Total 24SF. Not included in calculations because in courtyard, not visible from street.
Flags F7 - F50	each 3 feet wide by 10 feet high, 30SF	720				none exist									Each flag is 3' x 10'. Total 4 flags. Total 120SF. Not included in calculations because in courtyard, not visible from street.

Total Flags 792 0 0

Grand Total Approved by P&Z 8/21/96 1660.72 505.74 554.42



First Floor Lease Plan

Beach Place

FORT LAUDERDALE

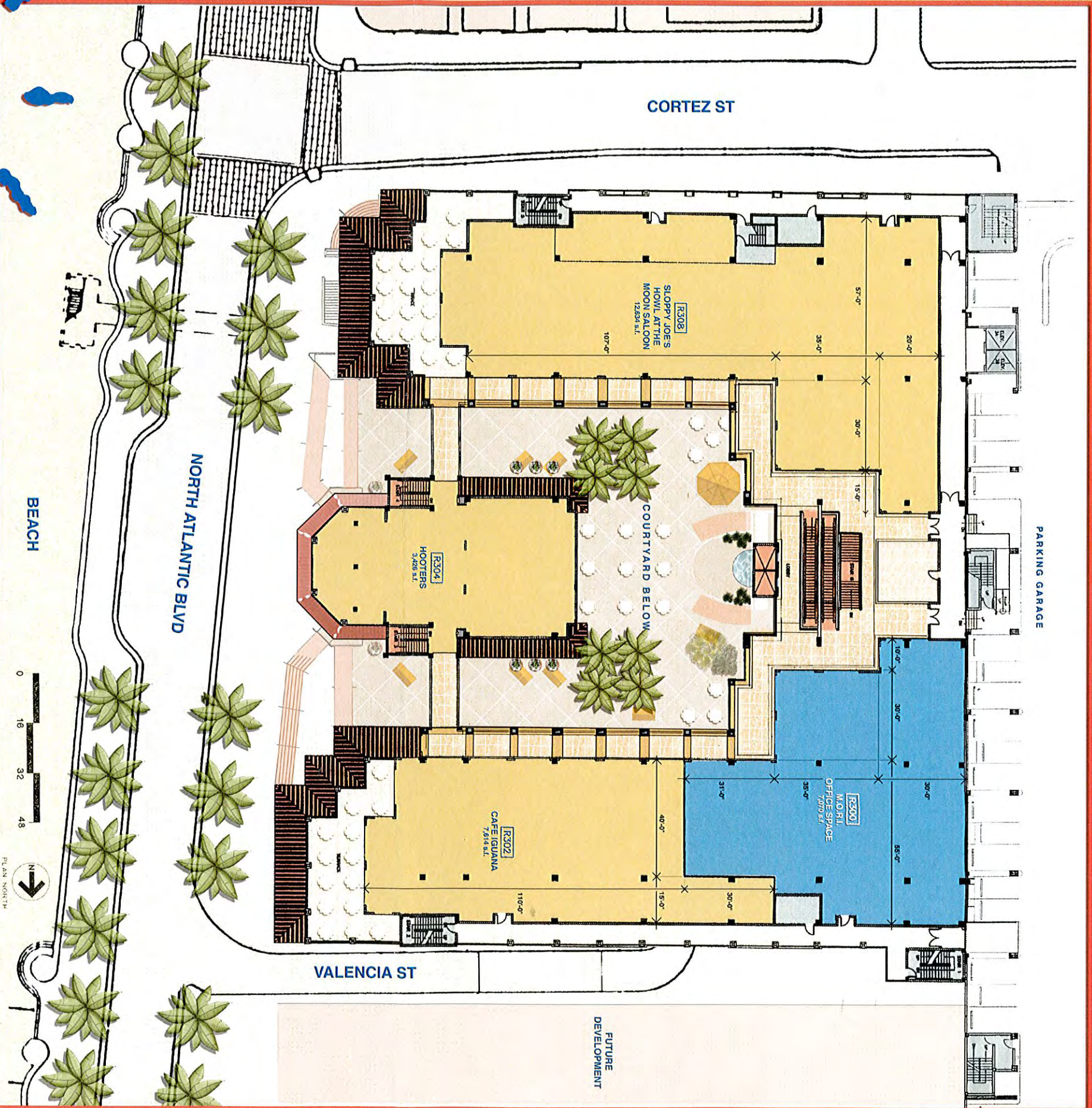
17 South Fort Lauderdale Beach Boulevard (A1A)
Fort Lauderdale, Florida 33316

Management Offices
Tel: 954-764-3460 Fax: 954-763-2527

OWNER
Transwestern Investment Co.
150 N. Wacker Drive, Suite 800
Chicago, IL 60606
Tel: 312-499-1981 Fax: 312-499-1901

DEVELOPER
Steiner & Associates
1726 E. 7th Avenue
Tampa, FL 33605
Tel: 813-242-4314 Fax: 813-242-0364





Third Floor Lease Plan

Beach Place

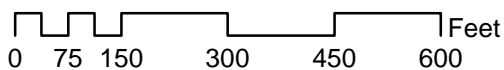
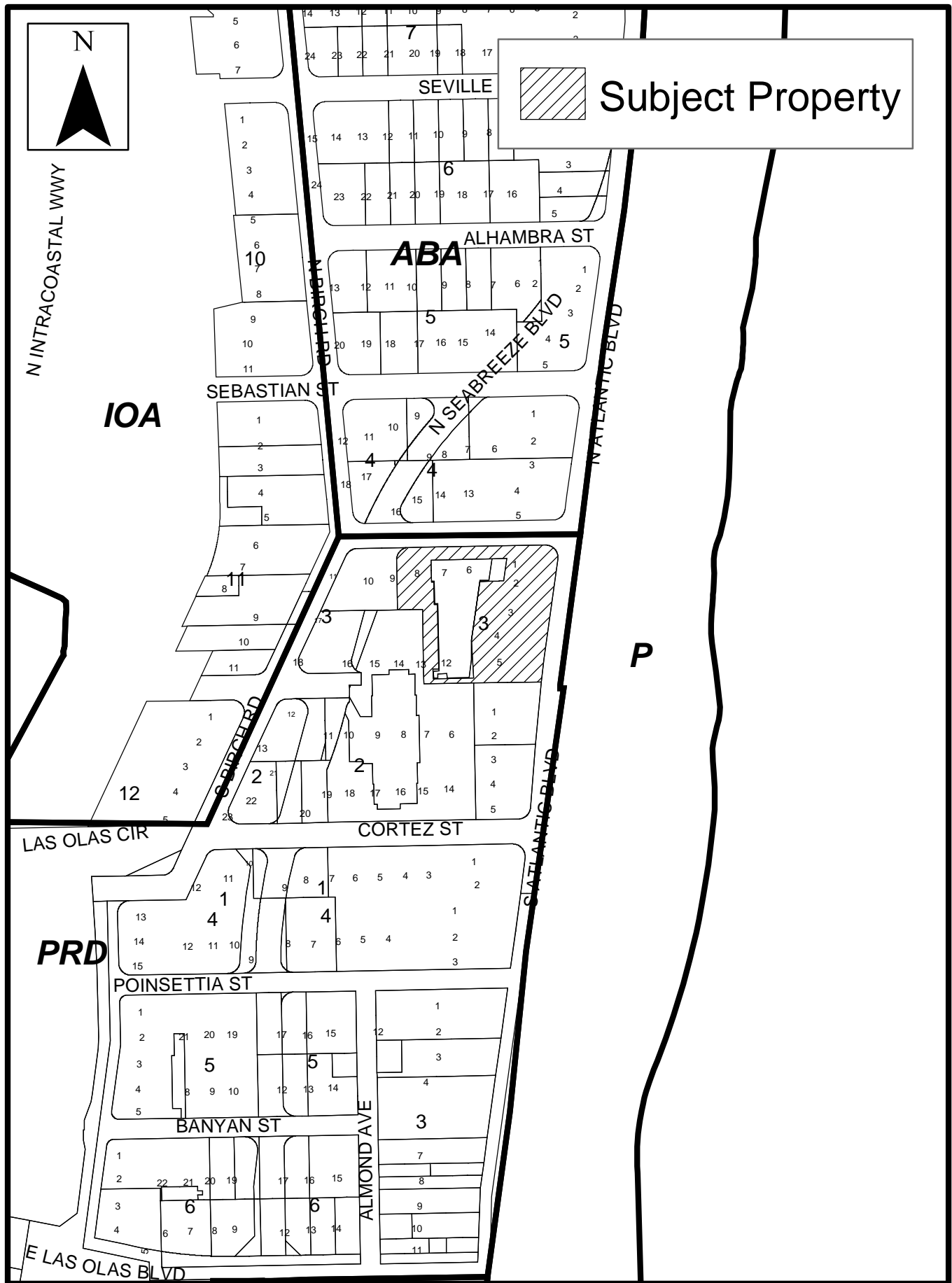
FORT LAUDERDALE

17 South Fort Lauderdale Beach Boulevard (A1A)
Fort Lauderdale, Florida 33316

Management Offices
Tel: 954-764-3460 Fax: 954-763-2527

OWNER
Transwestern Investment Co.
150 N. Wacker Drive, Suite 800
Chicago, IL 60606
Tel: 312.489.1981 Fax: 312.499.1901

DEVELOPER
Steiner & Associates
1726 E. 7th Avenue
Tampa, FL 33605
Tel: 813.242.4314 Fax: 813.242.0364



R15009